

# Automobile in the World



25/4 \$750

## ion?—Let's Analyze It

TO GET RID OF THE FREAKS—the experiments, the unfit—there is your market. But to the up-to-date farmers of the East, West and South you cannot sell any but the latest model, made by a responsible concern—nor to the business men living outside the cabaret zones of the big cities.

AND SO in designing this car we set as our standard a car not only of the highest utility, efficiency and economy, but of style and beauty as well. Because this car must appeal to those who know—business men and successful farmers—who have pride plus—and are entitled to it.

SEVEN HUNDRED AND FIFTY DOLLARS is a lot of money to a lot of people—and we designed this car to meet the needs and demands of a lot of people.

HAVE TO MAKE A LOT of them, to make them at all, at the price.

THOSE PEOPLE HAVE A RIGHT TO EXPECT, in the car they buy, something of which they may be proud, as well as one that will perform the service.

THAT WAS NO EASY TASK. In fact, it was—it had proven to be—an impossible task to other makers, other designers.

JUST CONSIDER FOR A MOMENT. It's child's play to design and make a \$5000 car. Mechanically the latter presents no problems at all—for the engineer can use any material and as many pounds as he pleases to achieve his results—the buyer of such a car will not only pay the price but pay the "freight" also—the tire and other maintenance bills.

THAT'S CHILD'S PLAY as compared with the task set our engineers and metallurgists—to design a touring car of ample capacity to take five full grown adults anywhere, over any roads, in comfort;

SO STRONG it will withstand the usage and neglect such a car receives at the hands of the average owner who drives—but hasn't time or inclination to care for it—himself;

SO LIGHT that the tire bills and the maintenance cost will, like the purchase price, be within the reach of that "lot" of people who insist an automobile should be an economy, not an extravagance;

AND FINALLY, of external design to conform to the current mode of "streamline body," and finished and upholstered so that the wife and daughters will be just as proud of the appearance as the owner is of its performance.

THERE WAS A TASK to test the skill and the experience and knowledge of the best corps of engineers, and the learning of the best metallurgists known to this industry.

AND THIS \$750 MAXWELL IS THE RESULT.

HAS IT OCCURRED TO YOU that in the entire history of this industry this is the first time that feat has been accomplished? Well, it is.

AND WE CONTEND it is still impossible to any other concern—any other organization.

WE WERE PECULIARLY SITUATED—ideally equipped to do it. Had no old models to get rid of—none with which this would compete. We had the plants, the capital, the talent and—the experience. You can't beat that combination.

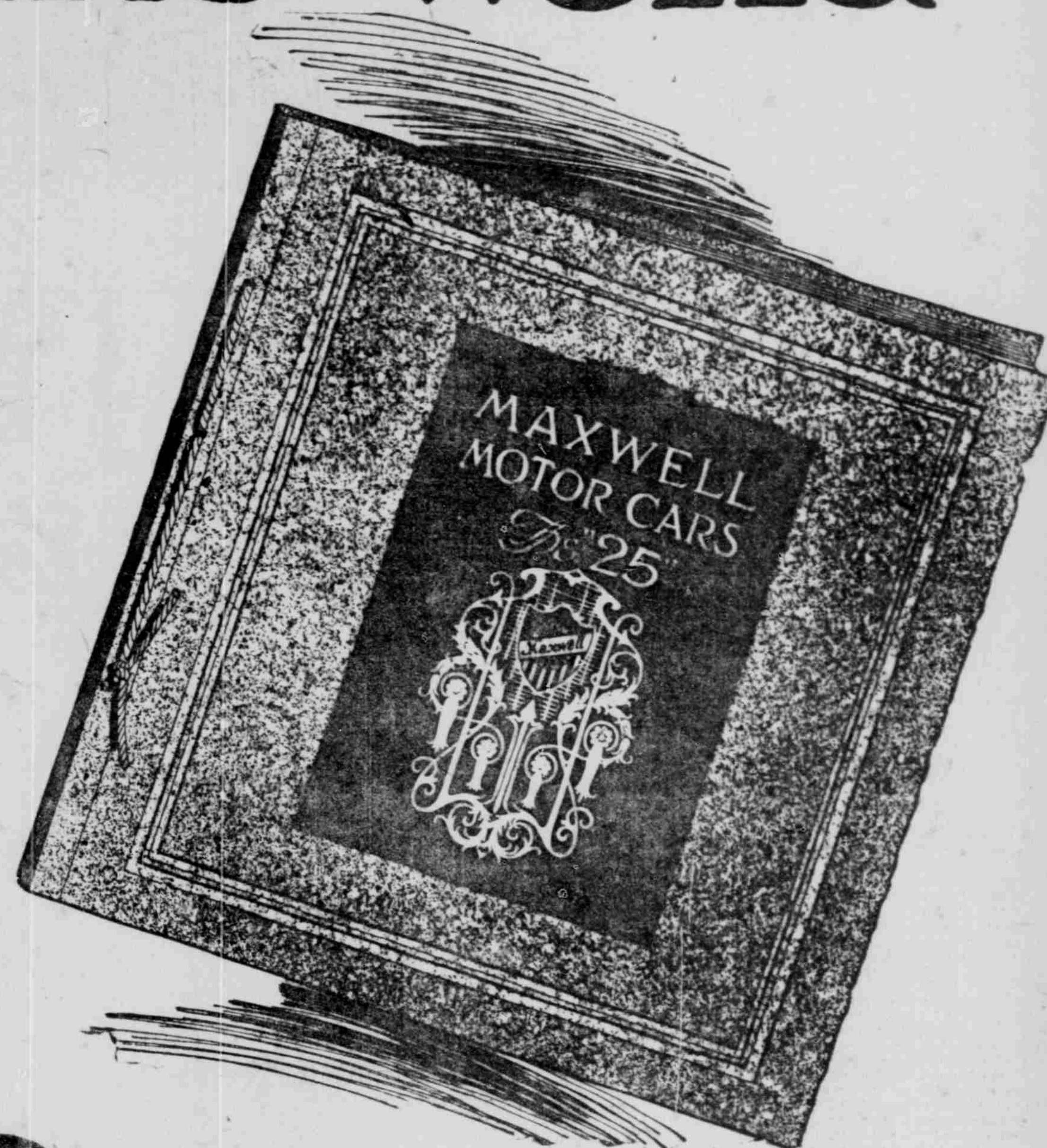
NOW, READ THIS—it's what you are most vitally interested in—deliveries.

WE ARE MAKING 50 CARS PER DAY of this model. That isn't a circumstance, of course. Demand is for five times as many even at this season. Spring demand—we don't dare contemplate.

OUR PLANTS ARE BIG ENOUGH to make 300 per day—and that is what we are preparing for. But special machinery can't be made over night nor produced by necromancy. So we can't hope to reach a production of more than 200 per day before February at earliest.

SO YOUR MOVE IS—to see the car at once—your nearest dealer. Have a thorough demonstration. Talk to your acquaintance who has been fortunate enough to get one. He'll say more than our modesty permits—more than you'd credit from an over-enthusiastic maker.

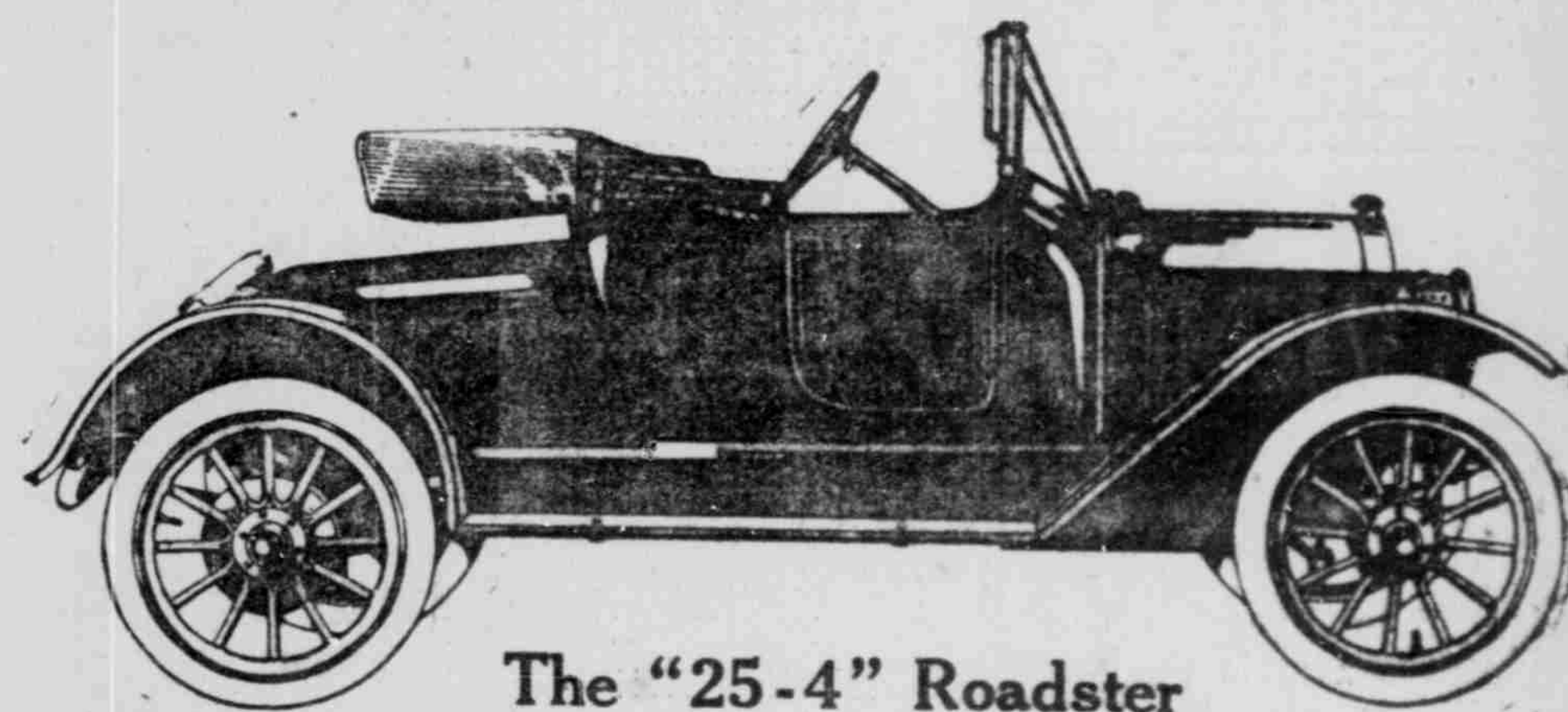
THEN DON'T DELAY—get your order in. Pay a deposit to guarantee delivery and to assure it at a time when others will be offering premiums. Then you'll be able to rest easy in the knowledge that you've secured the greatest automobile value ever known.



## Send for the Book

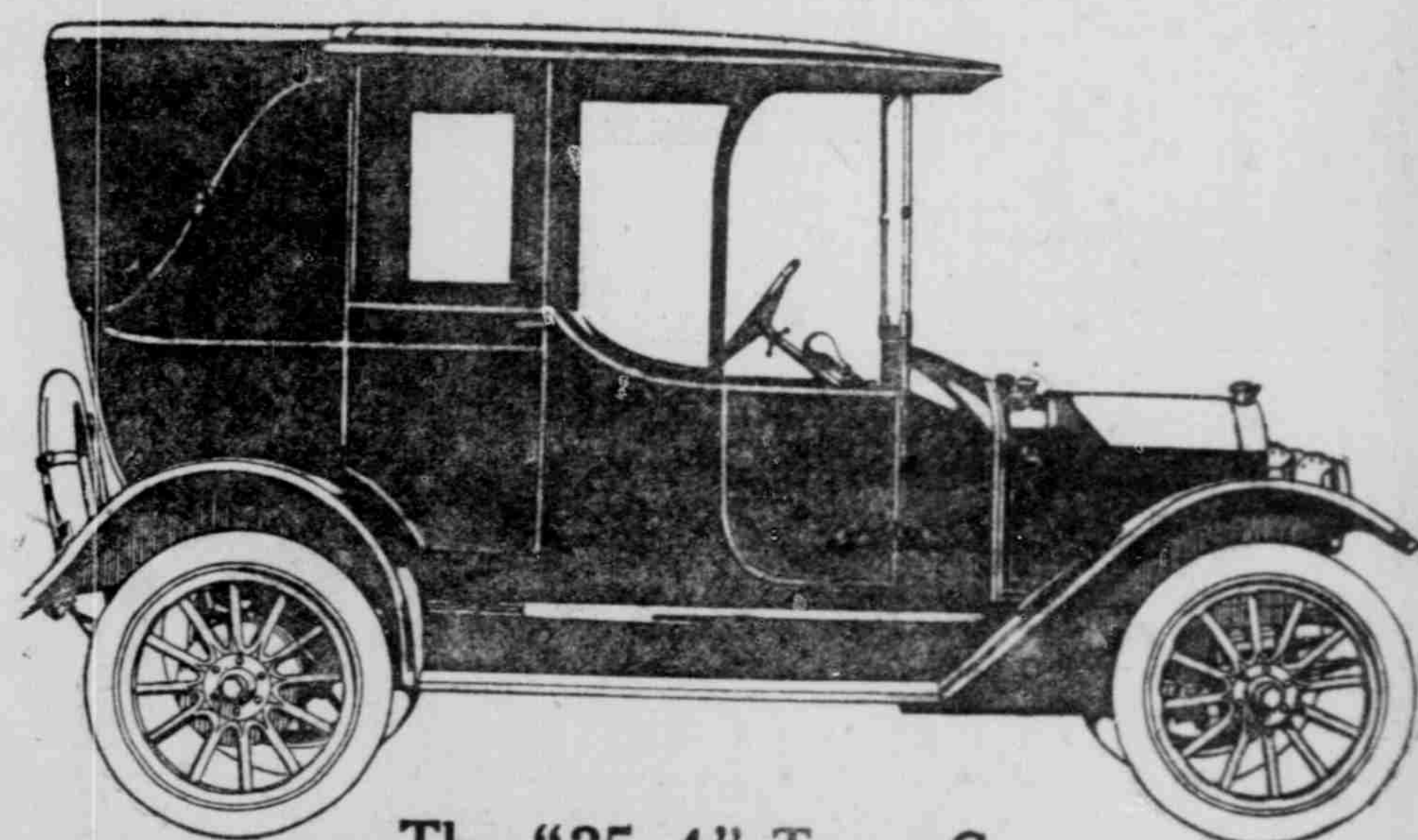
Catalog of the "25"—Free for the Asking

Also (free) our booklet "How To Make Your Car Live Twice As Long." Read it—it's worth dollars to you. Address Department "N."



The "25-4" Roadster

A natty, classy, speedy two-passenger car that will go anywhere any car will go—and faster. Same chassis specifications as the touring car (Send for the Book). Price \$725, fully equipped.



The "25-4" Town Car

Capacity, 6 persons—2 in driver's seat—4 in rear. Landauette type. Ideal for an hundred kinds of service. Light, flexible and serviceable beyond any other at the up-keep cost. Same chassis specifications as the touring car (Send for the Book). Price \$950, fully equipped.

# MOTOR COMPANY

DETROIT, MICHIGAN

## NOTE

There's a good deal of territory still open. And other territory where we have closed but are not satisfied with the representation. So, in any event, write direct and tell us your qualifications, and why you think you are entitled to handle the greatest seller of them all or write to D. S. Lane, room 712, 1790 Broadway, N. Y., the Factory District Manager.